

## SK17 7 – Fairfield, Buxton

### DEMOGRAPHIC INFORMATION

#### Leaflet Distribution Population Targeting

Knowing the population of an area could facilitate the planning of leaflet distribution campaign. Types of businesses who may have a vested interest in population data could be fast food restaurants, short terms loan company and or marketing companies.

Your leaflet distribution plans would not be limited to these business sectors, it however highlights the flexibility of your direct marketing venture opening doors to the use of population data for leaflet distribution and or flyer distribution campaigns.

#### Total number of People 7427

Males	3622
Females	3805
Aged 0 to 15	1559
Aged 16 to 74	5348
Age 75 and over	520

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	2181
Married	2431
In a registered same-sex civil partnership	8
Separated	139
Divorced	658
Widowed	451

#### Composition (all households)

One person households	921
Married couple households	928
Cohabiting couple households	419
Lone parent households: with dependent children	282
Lone parent households: with non-dependent children only	121
All other households	214

## Leaflet Distribution Ethnicity and Religion Targeting

People in Fairfield, Buxton are mostly and of the faith. To help you further with your door to door distribution campaign, here are some additional facts to consider as part of your leaflet distribution delivery campaign.

### Ethnicity - Largest ethnic group(s)

White	7237
Black	32
Asian	63
Arab	0
Mixed	86
Other	9

Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector to target. Below is a breakdown of the faith diaspora in SK17 7, Fairfield, Buxton.

### Religion (all people)

Christian	4633
Muslim	13
Jewish	1
Hindu	8
Sikh	8
Buddhist	26
Other religion	37
No religion	2127
Religion not stated	574

## Leaflet Distribution Health Targeting

**Knowing your target audiences health situation could make a difference to your leaflet distribution campaign. This could be particularly useful to gyms or health clubs who wish to locate and offer incentives to increase the prospects of a leaflet distribution delivery.**

### All people

Day-to-day activities limited a lot	695
Day-to-day activities limited a little	717
Day-to-day activities not limited	6015
Day-to-day activities limited a lot: Age 16 to 64	313
Day-to-day activities limited a little: Age 16 to 64	402
Day-to-day activities not limited: Age 16 to 64	4017
Very good health	3281
Good health	2620
Fair health	1080
Bad health	353
Very bad health	93
Provides no unpaid care	6602
Provides 1 to 19 hours unpaid care a week	521
Provides 20 to 49 hours unpaid care a week	99
Provides 50 or more hours unpaid care a week	205

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK17 7 Fairfield, Buxton are in work and can afford your product or service is key to any successful leaflet distribution and should be considered when conducting a leaflet distribution door drop campaign. Below are the statistics we hold on individuals within Fairfield, Buxton relating to employment and work.**

### Economically active

Employee: Part-time	927
Employee: Full-time	1980
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	60
Self-employed without employees: Part-time	102
Self-employed without employees: Full-time	231
Unemployed	276
Full-time student	204

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	917
Level 2 qualifications	1035
Apprenticeship	236
Level 3 qualifications	742
Level 4 qualifications and above	977
No qualifications	1698
Other qualifications	263



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